

16 Bauhaus and Beyond

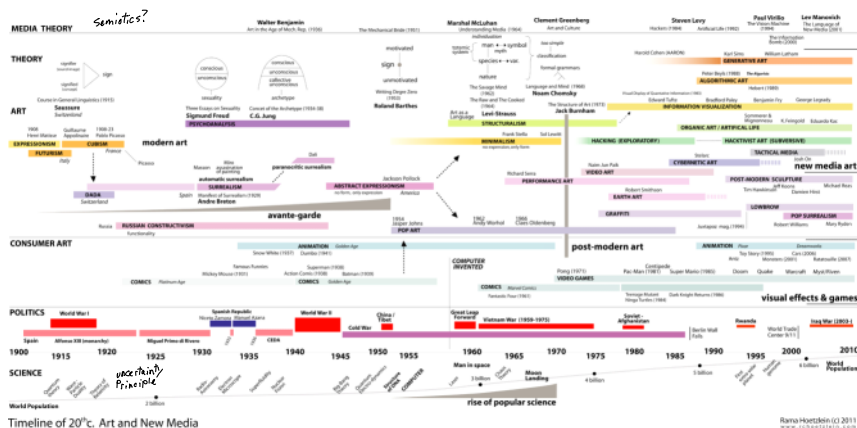
Friday, March 20, 2020 1:45 PM

Admin

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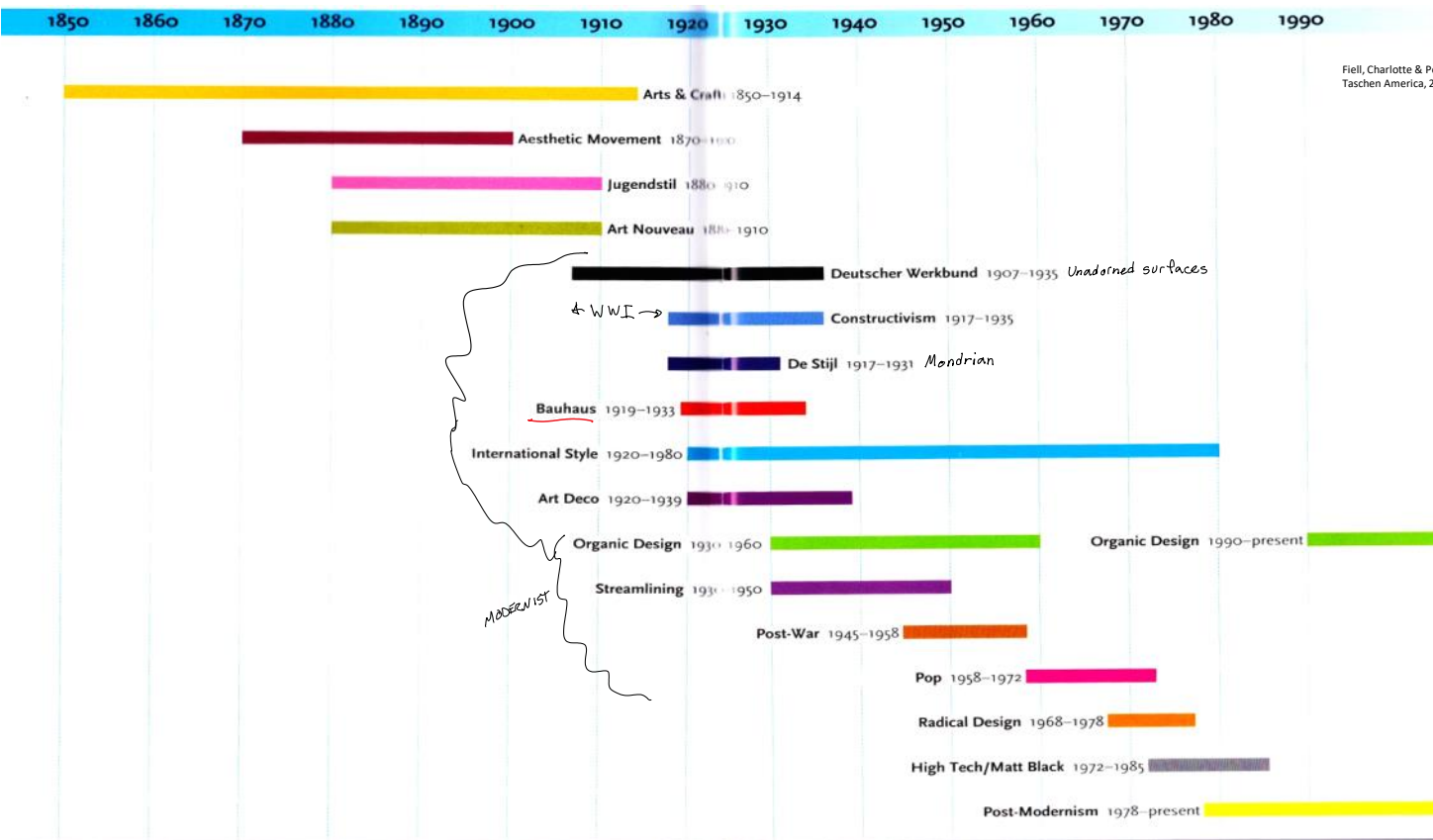
Possible format for virtual Expo during exam time:

First half hour, everybody in Pod A host a Zoom room, demonstrate what they have, answer questions from folks in Pods B,C,D, who stroll between Zoom rooms. Next half hour, Pod B is host, etc. Zooms are open, can still invite family and friends online.



Roma Meyerstein (c) 2011
www.rchostein.com

<http://www.rchoetzlein.com/website/artmap/>



Fiell, Charlotte & Peter. *Design of the 20th Century*. Taschen America, 2012.



1914-1918 WORLD WAR I

Short discussion:

Bauhaus video

Design in a Nutshell, from the British Open University:
http://www2.open.ac.uk/openlearn/design_nutshell/index.php#

Bauhaus has roots in Deutscher Werkbund

Still trying to integrate craftsmanship with industrialization: 1907-1935. Big change in aesthetics.

The **Deutscher Werkbund** (German Association of Craftsmen) is a **German** association of artists, architects, designers, and industrialists, established in 1907. The Werkbund became an important element in the development of **modern architecture** and industrial design, particularly in the later creation of the **Bauhaus** school of design. Its initial purpose was to establish a partnership of product manufacturers with design professionals to improve the competitive status of German design in global markets. The Werkbund was an artistic movement that was **state** sponsored effort to integrate traditional crafts and industrial mass-production techniques, to put **Germany** on a competitive footing with England and the United States. Its motto *Vom Solafiksen zum Stützbau* (from cask-houses to city-building) indicates its range of interest.

Deutscher Werkbund was the start of *function driving form*. Led to Modernist and Bauhaus movements. Stressed over standardization vs individuality; standardization and industrial production won. 1924, Gropius published "Form Without Ornament". Functionalism. Simplified, unornamented designs.

Walter Gropius

Ludwig Mies van der Rohe

Le Corbusier (father of the open floor plan)

Memorize these names; they are touchstones, synonymous with Bauhaus

1917-1935

In Russia (Revolution was 1905-1917), after WWI and revolution, **Constructivists** believed that applied arts could bring about a new social order and so began creating utilitarian "production art" and architecture.

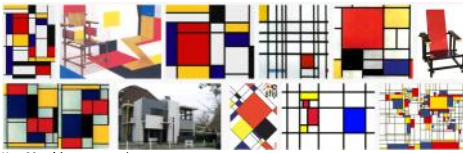


Discussion: What are the commonalities that define this style?

De Stijl

(/dəˈstaɪl/; Dutch pronunciation: [dəˈsteil], Dutch for "The Style", also known as **neoplasticism**, was a Dutch **artistic** movement founded in 1917 in Amsterdam. De Stijl consisted of artists and architects **in** a narrower sense, the term *De Stijl* is used to refer to a body of work from 1917 to 1931 founded in the **Netherlands**.^[202] Proponents of De Stijl advocated pure **abstraction** and universality by a reduction to the essentials of **form** and **colour**; they simplified visual compositions to the vertical and horizontal directions, and used only **primary colors** along with **black** and **white**.

From <https://en.wikipedia.org/wiki/De_Stijl>



Yup. **Mondrian**, among others.
Black, White, Red Effect anyone? See Universal Principles of Design videos on LinkedIn Learning, or hardcopy book

Modernism

Design in a Nutshell, from the British Open University:
http://www2.open.ac.uk/openlearn/design_nutshell/index.php#

International Style 1920-1980



<https://www.pexels.com/stock-photo/1218548-188/>
<https://www.pexels.com/stock-photo/1218548-188/>
<https://www.pexels.com/stock-photo/1218548-188/>

The **International Style** is the name of a major **architectural style** that is said to have emerged in the 1920s and 1930s, the formative decades of **modern architecture**, as first defined by Americans **Henry Russell Hitchcock** and **Philip Johnson** in 1932, with an emphasis more on architectural style, form and aesthetics than the social aspects of the **modern movement** as emphasized in Europe. The term "International Style" first came into use via a 1932 exhibition curated by Hitchcock and Johnson, *Modern Architecture: International Exhibition*, which declared and labelled the architecture of the early 20th century as the "International Style". The most common characteristics of International Style buildings are said to be: i. **rectilinear forms**; ii. **light, taut plane surfaces** that have been completely stripped of applied ornamentation and decoration; iii. **open interior spaces**; iv. a visually weightless quality engendered by the use of **cantilever construction**. **Glass and Steel**, in combination with usually less visible reinforced concrete, are the characteristic materials of the construction. [ii](#)
With the surge in the growth in cities in the first half of the twentieth century, particularly after **World War II**, the International Style provided an easily achievable style option for vast-scale urban development projects, "cities within cities", intended to maximize the amount of floor space for a given site, while attempting to convince local planners, politicians and the general public that the development would bring much-needed wealth to the city while, on the other hand, rejecting the proposal would lead to the development being taken to a different, competing city. [ii](#)

Activity: Can you recall any International Style architecture from your home town?

From <[https://en.wikipedia.org/wiki/International_Style_\(architecture\)](https://en.wikipedia.org/wiki/International_Style_(architecture))>



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'Iconic' or 'eyesore'? Colorado Building up for landmark status in Boulder

Nine-story, 100-foot tall downtown building would be illegal under city's height limit

By Erica Meltzer
Camera Staff Writer

International Style architecture is ugly

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree

14%
36
32
19
0

International style furniture

<https://www.pexels.com/stock-photo/1218548-188/>
<https://www.pexels.com/stock-photo/1218548-188/>
<https://www.pexels.com/stock-photo/1218548-188/>



International Style furniture is ugly

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree

9%
32
9
32
18

2.2.3 Shading and Cast Shadow

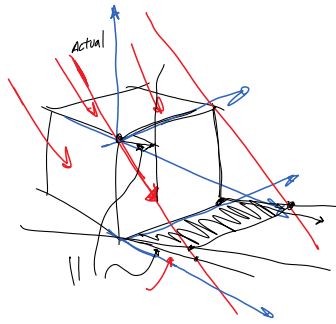
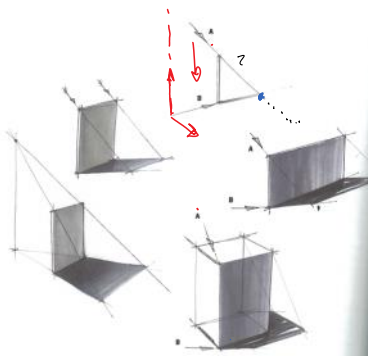
Shading is used to emphasise the volume of an object, and to position it in its surroundings.

Shading refers to the differences in darkness of the object's sides, as related to a light source. Cast shadow is the projected shadow onto a surface.

In general, parallel light (sunlight) creates an effective cast shadow. One point light (lamp light) often does not show an appropriate cast shadow. It can create a shadow that is not related to the object's perspective. It is more difficult to construct and less predictable. Cast shadow from a parallel light source is easier to predict and perceived as realistic.

Choosing a direction of the light source is done by two lines: the actual light direction or 'slope' A, and the projected light direction B. Imagine a parallel light source just over your left shoulder. It will have a relatively steep slope A, and B will point slightly towards the upper right.

All the actual light directions (slopes A) in a drawing can be drawn parallel, and all projected light directions will slightly converge.



A lot of shape characteristics of an object can be seen by the shape of its shading, such as 'steep' and 'loose' volumes, or edge and rounded volumes.